The Journey to $2 Million: How Mason Jar Boutique Used CommentSold to Increase Annual Revenue 375% 

Sisters Katie and Ashley founded Mason Jar Boutique to help new and working moms feel good, head to toe. To best serve their market, optimize margins, and lower costs, they selected the CommentSold commerce platform.

**Challenges**

The boutique was looking for a way to engage its audience in an authentic and innovative way. They wanted to have more than just a social media presence and hoped to foster a community that trusted their products.

The shop sought to increase profit margins without having to spend. "We were selling out of inventory, but we weren't making a lot because we were spending it on marketing," says Katie. The hope was to enhance customer engagement & promotions in a cost-effective way.

As the brand grew, it needed a way to lower labor and shipping fees and reduce third-party integrations. Mason Jar's main expense was shipping and the shop was juggling several platforms to handle operations. They hoped to transition to a single, easy-to-manage, and cost-effective solution.

The shop wanted to reduce marketing spend and streamline operations.

**Solutions**

**Optimized Customer Engagement**

Through live video, Mason Jar Boutique is able to sell products by communicating directly with shoppers through personalization, which leads to higher average order values. This knowledge creates an opportunity to communicate directly with shoppers. CommentSold's intelligent live selling software informs the shop what to sell and how, which led to 15k new customer acquisitions.

**Fully-Integrated Automation Tools**

CommentSold's integrated live and fully contextual platform allows Mason Jar to help streamline ordering and shipping. They now have a sales staff of half the staff and lowered shipping costs by 25%.

**Customized Communication**

CommentSold's intelligent live selling software informs the shop what to sell and how to do the work for them. The switch in messaging—through real-time video instead of relying on static ads—helps shoppers make informed choices. They were able to reduce third-party integrations, optimize marketing spend by more than 80%, and lower labor and shipping fees and reduce third-party integrations.

**Results**

- $2.6M+ annual revenue
- 90%+ customer retention
- $30K+ monthly average profit
- 80% reduction in spend

Since their launch in 2014, the boutique has increased revenue by nearly 400% year-over-year and boasts three successful brick and mortar locations in three different states, plus a massive warehouse to boast.

By implementing support from CommentSold as a supplement to their commerce platform, Shopify, Mason Jar Boutique was able to lower advertising costs, increase profit margins, streamline backend operations, and create a consistent selling strategy that allows them to focus on what they love most—connecting with their customers and spending more time with their family.

"Once we got CommentSold life became so much easier. "

—Katie Wilson, CEO, Mason Jar Boutique

**Build Authentic Connections That Lead to Repeat Customers**

request a free trial